

GIMBELS—"We Are in Better Shape This Christmas Than Ever Before!"

So said the man yesterday who feels the pulse of the store as no one else can—and who, therefore, is best qualified to speak. Tomorrow will be a severe test of GIMBELS' ability to give service—the great next-Saturday-but-one before Christmas.

And Tomorrow Will Find GIMBELS at Its Highest Efficiency

The most beautiful Christmas merchandise we ever gathered is spread out before your eyes—not tucked away under the counters—to help you quickly make up your mind just what you want to give. Prices arranged so as to make your Christmas list as little of a burden as possible. And the store so brightly lighted that you can see exactly what you are buying. Broad aisles, plenty of ventilation, 36 passenger elevators to take you from floor to floor.

A far better Store Service, from salespeople to bundle-wrappers. Our Delivery Service, BY MOTOR EXCLUSIVELY possessed alone by GIMBELS in New York, in PERFECT condition to take your purchases home safely and without delay.

A Christmas Service Bureau where your parcels will be wrapped and addressed without charge, and forwarded anywhere you wish. Telephone, Telegraph, Wireless, Theatre Tickets, Inter-players, Red Cross Christmas Seals—these are other features of this convenient Bureau, which is gladly at your service.

All these, and many more, are reasons why

GIMBELS—"The Store of a Million Gifts"

should be YOUR Christmas Store. You will find the EARLY HOURS best for shopping.



The Christmas Blouse Fete!

Thousands of Blouses
Scores of New Styles
including

Lingerie Blouses, \$2 and \$3

Beautifully embroidered Crepe, others of voile, trimmed with hand-crocheted Irish lace, Valenciennes and thread lace. Vanity neckbands of velvet, Medici ruffles of tulle.

Fur-trimmed Shadow Lace Blouses, \$6.95

A cobwebby quality of lace over fine net; trimmed with double frills of tulle and fur.

Crepe de Chine Blouses, \$3.95, \$5 and \$6.95

The gilet-à-fect style is illustrated—\$6.95. But there are other charming models at each price—some of those at \$3.95 are fur-trimmed. White and colors.

Point d'Esprit and Lace Blouses, \$3.95 and \$5

Those of Point d'Esprit have accordion pleated front and are lined with creamy tulle, while those of lace have foundation of flesh-color net.

Accordion-Plaited Chiffon Blouses, \$8.95

Two-toned effects, for they are of white with rose or another pretty color. As you will see in the illustration, the colored portion gives the effect of a wide banding.

A Christmas Box is presented with every Blouse—without additional charge. Third Floor



Boys' London Overcoats

That Were \$22.50 to \$30
In Our Own Stock

At \$15

A gratifying price-saving just before Christmas—just because sizes are broken.

The Coats are of all-wool Chinchilla, Roberts' Cheviots, English weaves and warmth-without-weight materials. Raglan models and box shoulders and split sleeves. Sizes 8 to 18 years. Another tip-top value is in the Boys' Chinchilla Overcoats at \$10. Double-breasted models with shawl collar and belted back. Sizes 10 to 18 years.

Three groups of Boys' CHINCHILLA OVERCOATS at \$5, \$8 and \$10. Sizes 5 to 11 years. Fourth Floor

Men's Winter Shoes Are Specially Priced at \$3.95

In many shoe stores other than GIMBELS these Shoes command their full price—\$5 a pair.

Our saving of \$1.05 a pair is accounted for by special "fill-in" orders on which the maker does not exact his full profit.



All sizes, \$3.95 a pair. Second Floor

The Witching Beauty of Warp Print Ribbons

Turns the Ribbon Store into a veritable fantasia of color: exhaling the holiday atmosphere to a marked degree.

Wide Warp Print Ribbons in floral designs of sea green and faint yellow on pearl white background. Another in wood brown and yellow and fascinating combination of violet and leaf green. Many yards of these have escaped their bolts within the last few days at 35c a yard.

Delicate pink and blue Jacquards for sash and hair bow at 30c and 45c a yard.

Myriad narrow Ribbons in various designs for fancy work at 8c to 55c a yard.

Narrow Holly colored Satin Ribbon for gift binding at 9c a yard. Main Floor

Umbrellas for Every Member Of the Household

The gift which never fails to please.

Men's and Women's \$3 Umbrellas at \$2

Close roll silk and union tulle top edge. Good-looking handles in carved wood, silver-trimmed; natural wood and gun-metal top handles.

\$3.75 to \$4.50 Umbrellas at \$3 Each

Heavy silk tape edge with a fine assortment of handles. The Women's Umbrellas have long, slender handles engraved; the Men's in silver caps and buck-horn hooks.

Women's finer Umbrellas in heavy silk tape edge, with ivory and silver-trimmed handles; and Men's Umbrellas with buck-horn hooks, ivory and natural wood handles. Usually \$5 to \$6.50.

Now \$3.95 Each Main Floor

FAIRY-TALE LAND

Calls all the children to GIMBELS. It is a place of Booklore delights. You must bring the children by all means to see

Snow White and the Seven Dwarfs, Hop o' My Thumb, Puss in Boots, Cinderella and Reineke Fox. Auditorium on the Eighth Floor

Sizes 34 to 48

in these

Women's \$25 to \$35 Suits

At \$17.50

A disposal of about 200 Suits from our Green Salon collection.

Smart styles in broadcloths, diagonal worsteds and serges. Many are attractively trimmed with fur. Third Floor

\$25 Is the Minimum for Such Young Women's Fur-Trimmed Suits



Because—they were made by the best tailor to the Younger Generation; they are copied from a Martial et Armand model, which is considered one of the most refined modes of the season; they are of fine velour de laine, broadcloth, velveteen and Bedford de laine; in navy, brown, taupe, green, Hague, blue and black. Sizes 14, 16 and 18 years.

Boucle, Chinchilla & Fur-Cloth Coats, satin-lined, \$18.50

75 Chiffon Evening Dresses, \$15
\$12.50 Serge Dresses, at \$7.50
Junior Girls' \$20 to \$25
Coats and Suits, at \$15

An Absolute Disposal of Young Girls' \$7.50 to \$15 Winter Coats At \$5, \$7.50 and \$10

\$5 Serge Dresses at \$3.50.
Rain Capes and Coats at \$3.75
New Middy Blouses at \$1, \$1.50 and \$2.
Washable Dresses in Spring styles, \$1.75 to \$5.75. Third Floor

Truly Amazing—Are These Values In Smart Suits and Chinchilla Silk-lined Overcoats For Men and Young Men

Subway Store At \$12 Subway Store
Actually \$20, \$22.50 and \$25 Garments

This extraordinary event involves approximately 1,800 newly made-up Winter Overcoats and Suits for men and young men.

Space will not permit of our giving the details of the purchase—it's the SALE you're most interested in.

They are exactly the kind that we are paying full prices for now—big, warm Chinchilla Overcoats, absolutely all-wool, with shawl collars, quarter silk-lined and patch pockets. And full silk-lined; magnificent variety; all sizes, 33 to 44; browns, grays and mixtures and black.

The SUITS, all hand-tailored, new models and conservative styles, some with patch pockets; sizes 33 to 46; fine range of beautiful browns, checks, and plain effects, in serges, mixtures and black fabrics.

Note That the Overcoats Are SILK-LINED

Boys' \$5 and \$6 Overcoats
And Suits at \$3.95

Winter Overcoats, Mackinaw Coats and smart Suits—very rare occasion for the values.

The OVERCOATS for boys of 2½ to 10 years; of all-wool strong nap Chinchilla Polo models, with belt all around, lined with wool.

Also Mackinaw Sport Coats in double-breasted Norfolk styles, with shawl collar. Red, blue or tan plaids. Sizes 6 to 17 years.

Long School Coats in double or single-breasted models, some with belted backs. Sizes 10 to 17 years.

The SUITS are in Norfolk and double-breasted styles, all-wool fabrics, and some nice corduroys. Some have two pairs of trousers. Also Russian models for the smaller boys. Full range of sizes from 2½ to 17 years.

Subway Store, Balcony



Diamond and Platinum Ring, \$200

Special Diamonds
A Limited Number of
Solitaire Diamond Rings
At 20 Per Cent. Less
Tomorrow—\$20 to \$100
Children's Rings, \$3.50 to \$10



Silver and Enamel Wrist Watch, \$7

An International Jewelry and Silverware Shop

Therefore affording selection of

The finest Watches of Switzerland. The purest of Diamonds direct from Amsterdam. Jewelry with precious stones from Paris. Gold jewelry from various parts of Europe and America. The finest of English hand-wrought Silverware. Dutch Silver, Sheffield Plate, and the best of American Plated Ware. And last, but not least, the collections we shall specialize tomorrow

French Inexpensive Jewelry and Sterling Silver Novelties

Sterling Silver Vanity Cases, \$4.50 to \$17.50.
La Vallieres, \$1 to \$15.
Bar Pins and Brooches, 50c to \$10.
Imitation Pearl Necklaces, \$1 to \$50.
Amber Necklaces, 50c to \$14.00.
Rhinstone Jewelry, 50c to \$15.

Main Floor



Gold-plated Vanity Case With Watch, \$9.50

Special Silverware

100 silver-plated Bread Trays, \$1.50 instead of \$2.

Casserole Dishes at \$3 and \$3.50. Regularly \$4 and \$4.50.

The Bases are nickel silver plated.

Sterling Silver Photograph Frames, 35c to \$25.

Main Floor



"Lyn Harding" Cigarette Case, Silver, \$19.00; Silver and Gold, \$25

Rare, But We Have Several Hundred Fitted-Top Messaline Petticoats at \$3.25

Yes, they possess a name that has become famous, but we refrain from mentioning it because of this much-less-than-usual price, \$3.25. Some of these Petticoats, which are easily adjusted to fit any size of waist, are in the new embroidered style, with scalloped edges.

Adjustable Top Petticoats of Silk Jersey or Peau de Cygne

\$3.25
Second Floor

300 Women's Chinchilla Coats At \$15 to \$22.50 Fur-Trimmed and Otherwise

As it is now an established fact that chinchilla is the leading fabric for smart Winter Coats we have concentrated our efforts in getting

The Best Chinchillas at the Smallest Possible Prices. Severely-tailored Overcoat styles are in men's wear chinchilla—at \$15 and \$19.50. Style with little touches that make them semi-tailored are \$17.50.

Those with collars of civet cat, natural raccoon, black or blue wolf, are \$16.50 and \$22.50.

Wrap-like Coats of Broadcloth Fur-trimmed, at \$25

As the broadcloth and satin linings of these Coats are of fine supple qualities, these Coats are the kind that can be closely wrapped around the figure and yet give the effect of being draped. Skunk-opossum edges the fronts, neck and sleeves. Third Floor

Your Christmas Victrola

If you ever thought of giving a Victrola as a Christmas present, THIS IS THE YEAR.

Never has the demand for Victrolas been so great. Supplies of certain styles are practically exhausted. But—

Plenty of EVERY Style Of Victrolas at GIMBELS

including the scarce No. IX. at \$50 and the No. XI. at \$100.

Easy Terms on All

which enable you to have the Victrola sent to your home in time to make Christmas a real day of gladness. As follows:

Style	Price	Terms
Victrola IV.....	\$15	\$1 Cash, \$1 Weekly
Victrola VI.....	\$25	\$1 Cash, \$1 Weekly
Victrola VIII.....	\$40	\$1 Cash, \$1 Weekly
Victrola IX.....	\$50	\$1 Cash, \$1 Weekly
Victrola X.....	\$75	\$5 Cash, \$5 Monthly
Victrola XI.....	\$100	\$5 Cash, \$5 Monthly
Victrola XIV.....	\$150	\$10 Cash, \$10 Monthly
Victrola XVI.....	\$200	\$10 Cash, \$10 Monthly

All the new Victor Records, including special gift boxes containing six records of Christmas music at \$5.

Talking Machine Section, Eighth Floor

GIMBEL BROTHERS

BROADWAY

NEW YORK

THIRTY-THIRD ST.